2022 Giving Challenge Kick-Off: Getting Ready

Presented by the Community Foundation of Sarasota County

APRIL 26-27 · NOON TO NOON

GivingChallenge.org
Submit Your Questions!

Chat Box

Q&A

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
The Giving Challenge

The Giving Challenge is a 24-hour online fundraising event available only to nonprofit organizations that demonstrate transparency by having a profile on The Giving Partner reflecting an Approved/Current status

www.TheGivingPartner.org

For questions about The Giving Partner, email: Nonprofits@CFSarasota.org
The Giving Challenge Overview

• Each nonprofit conducts their own unique campaign to market and share with their supporters.

• Donations are open April 26 - 27, Noon to Noon.

• Donor data comes to nonprofit admin dashboard in real time.

• Funds raised through online donations during the 24 hours are routed through the Community Foundation. One check including the online donations, prize funds received (if applicable) and The Patterson Foundation match funds will be mailed to each nonprofit by July 1, 2022.
Giving Challenge Outcomes

Overall
➔ $59 million raised since 2012
➔ $24 million provided by The Patterson Foundation (*matching dollars and donor incentives*)

2020
➔ $19,157,104 Donations raised
➔ $7,407,457 Provided by The Patterson Foundation through its Match
➔ 686 Nonprofit organizations participated
➔ 106,706 Individual gifts
➔ 58,947 Unique donors
➔ $292,700 Prizes awarded
➔ Average gift: $89
➔ 94% of gifts were $100 or less
What we’ll review today

● The Basics
● Benefits to Participating
● Who is GiveGab?
● What’s New in 2022
● Registering for the 2022 Giving Challenge
● Getting Started
● Prizes & Matches
● Pop-up Giving Stations
● Next Steps and Questions
What you can expect from us after this training?

• These slides & link to webinar recording
• NEW in 2022: Nonprofit info available online
  • Frequently asked questions
  • List of prizes
  • Key dates
  • And more!
• Link to register for the 2022 Giving Challenge
The Basics

● “Be The One”
● April 26-27 Noon-Noon (EST)
● $25 minimum gift
● Every nonprofit will be conducting their own campaign on the day, using a custom page on the Giving Challenge website
● Nonprofit trainings, tools, templates, and guides offered to optimize efforts
Roles & Responsibilities

- **Community Foundation of Sarasota County**
  - Invests in excess of $500,000:
    - Approximately $325,000 in staff time and resources to host The Giving Partner and the Giving Challenge
    - $200,000 in prizes in support of the Giving Challenge

- **GiveGab**
  - Technology platform and related support

- **Nonprofit Organizations**
  - Develop your organization's campaign/giving page
  - Engage your donors
  - Thank your donors

- **Team Leaders**
  - Single point-of-contact with the Community Foundation of Sarasota County

Full outline of roles & responsibilities, available in Giving Challenge Nonprofit Toolkit online
The Giving Challenge: Why We Do It

- To generate community excitement about charitable giving.
- To demonstrate that everyone can be a philanthropist.
- To heighten awareness about local choices in giving.
- To expose the community to The Giving Partner as a source of information about nonprofit organizations.
- To infuse unrestricted dollars and opportunities beyond the dollar for local nonprofit organizations.
Benefits of Participating

- Learn to **utilize digital fundraising tools**, and take advantage of resources that are available year-round
- **Re-engage with your existing supporters** to make a greater impact
- **Increase visibility and exposure** by connecting with a larger community
- Utilize the Giving Challenge to **reach other internal goals**
- **Motivate donors to make a greater impact** with prizes and match incentives
Who is GiveGab?

GiveGab’s mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Hosts a secure, reliable and transparent platform for the Giving Challenge!
- Creates the ultimate donor experience
- Provides a dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail Safe Redundancy Plans for the Giving Challenge website
- Complete Transparency with Nonprofits and Donors
Simple Donation Processing

- All major credit/debit cards accepted
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
Highlighting the Joy of Giving

GiveGab’s Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!
Transparent Donation Processing

- Credit Card for online transactions
- Donors can cover all fees on behalf of your organization
- Donors have the option to cover fees on your behalf
  - 89% of donors chose to cover fees for the Giving Challenge in 2020
Instantaneous Donor Delight

- Customizable Thank You Emails
  - Add your own text, photo, or video!
- Sent immediately after the online donation gift is made
- Donor’s donation receipt
- Social Share links for more online engagement
- Option to encourage donors to fundraise
Easy & Accessible

- On average **61% of all emails** are opened on a mobile device.
- The entire Giving Challenge site is completely mobile responsive on every page – be sure to test your finished profile out on a phone!
- Donors can give easily on any internet enabled device.
Support & Resources

● Community Foundation Resources
  ○ Website: www.GivingChallenge.org
  ○ Email: GivingChallenge@CFSarasota.org

● GiveGab Resources
  ○ Help Center: https://support.givegab.com/
  ○ Blog: https://www.givegab.com/blog/
  ○ Email: CustomerSuccess@givegab.com
  ○ Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
    ■ Look for the little blue chat bubble!
What’s New for 2022
New Profile Design

PAWNEE GIVES

Logan’s Pups

$995 Raised  $10,000 Goal  6 Donors

$25
Provides one week of food for a senior pup

$50
Provides a super soft bed for a loving senior pup

$100
Helps a family foster one of our amazing senior pups

$500
Provides life-changing supplies to a senior pup in need

CHOSE YOUR OWN AMOUNT

Our Story  About Us  Fundraising Campaigns  Top Fundraisers  Recent Donors
# Tiered Admin Access

## Supporter Engagement

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Email</th>
<th>Donations</th>
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**Full Admin Access vs. Edit Giving Day Profiles Only**

These admins are only able to manage your organization’s Giving Day campaigns. They are restricted from making changes to your organization’s GiveGab profile and accessing donation reports.
Updated Training Suite

General Giving Day Training Videos
(Pre-Recorded GiveGab Tutorials)

- Creating the Perfect Profile
- Telling Your Story
- Goal Setting Strategies
- Engage Your Board
- Peer-to-Peer Fundraising
- Social Media Strategies
- Matches & Challenges
- Stewarding Your Giving Day Donors

General Giving Day Training Videos
(Pre-Recorded GiveGab Tutorials)

Creating the Perfect Profile

Learn how to complete all of the components of your profile to create an engaging experience for your supporters.

Watching Video
Download Slides

Looking for more information to help you craft your perfect profile? Check out the resources below!

How to Log In to Edit Your Giving Day Profile
How to Copy Your Giving Day Profile From a Previous Giving Day

Giving Day Profile Cheat Sheet
Giving Day Profile Best Practices
Accessibility & Assistive Support: Recite Me

Get Ready to Connect, Collaborate, Come Together

Noon to Noon, April 26 - 27, 2022

Questions? Learn more at: https://reciteme.com/user-guide
More Downloadable Graphics

New digital marketing materials, like Zoom backgrounds, GIFs and more! Promote your participation in the Giving Challenge throughout your virtual communications.
Downloadable Swag Designs

• Swag designs available for you to produce with your vendor of choice!
• T-shirt, sticker, hat, large frame cut-out for photo ops
• Designs available for download in February
Business Engagement

Business Fundraiser

➔ Encourage employees to give (a.k.a. Employee Engagement Program)

➔ Does not require financial donation from the business but can also include an employee match/challenge

Donation Match/Challenge

➔ Support a specific nonprofit organization with a donation match/challenge

➔ Requires financial donation from the business to a specific nonprofit organization
Registering for the 2022 Giving Challenge
Get Ready to Connect, Collaborate, Come Together
Noon to Noon, April 26 - 27, 2022

www.GivingChallenge.org
Start typing in the box above to find your organization.

Farmhouse Animal and Nature Sanctuary Inc
MYAKKA CITY, Florida

Animal Network, Inc
Bradenton, FL
Register Your Organization for

The Giving Challenge

Powered by GiveGab

Name of your organization as it appears on The Giving Partner *

Your first & last name *

Phone Number *

Your title at organization *

I hereby affirm that I have authority to enter into this Service and Terms Agreement in my fiduciary capacity on behalf of our nonprofit organization named above *

Please select one choice

No

My organization has a profile in The Giving Partner and we: *

Please select one choice
Approval Process

- **Pending**: Once you apply/register online your 2022 Giving Challenge status will automatically be “Pending”- you can work on your profile but it is not public.

- **Needs Further Review**: If your 2022 Giving Challenge application status goes into this status category it is most likely because your profile in The Giving Partner is not reflecting an “Approved/Current” status yet.

- **Approved**: Once the Community Foundation team verifies your eligibility, you’ll be notified via email you’ve been “Approved” and your profile is visible to the public.

*An initial confirmation email for your 2022 Giving Challenge application will be sent from notifications@givegab.com to the email of the person completing the application (based on the email used to sign into GiveGab to complete the application).

Once your Giving Challenge application status is changed from the initial Pending status, all admins for your organization will receive those status update emails.
Having a profile in The Giving Partner reflecting an "Approved/Current" status is key to your organization’s 2022 Giving Challenge application being approved. We strongly encourage profiles in The Giving Partner be updated as early as possible.
Getting Started

Building Your Profile, Exploring Your Dashboard and More!
Returning? Copy Your Profile!

- If you participated in the Giving Challenge in 2020, you can choose to copy your profile from previous years.
  - Be sure to update existing content with new dates, photos, etc.
# Your 2022 Giving Challenge Dashboard

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Add Your Organization's Info</td>
<td>Let people know who you are.</td>
</tr>
<tr>
<td>Add Your Story</td>
<td>Tell potential donors why they should contribute.</td>
</tr>
<tr>
<td>Add Donation Levels</td>
<td>Show your donors the impact their donation makes.</td>
</tr>
<tr>
<td>Add Fundraisers</td>
<td>Recruit peer-to-peer fundraisers to expand your network of donors.</td>
</tr>
</tbody>
</table>

GiveGab®
Add Your Organization’s Info

- Logo
- Website
- Causes

**Pro Tip:**
Adding causes to your profile can help new donors find your organization!
Add Your Story

Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her heart. He had a gentleness in his eyes and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
Add Donation Levels

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels

Pro Tip:
Using custom amounts in your donation levels helps your donors connect more closely with your organization’s needs and impact.
Add a ‘Thank You’ Message

- Add your own message
- Include a photo or video
- Sent immediately to your donor’s email when they make a gift

Pro Tip:
The “Thank You” message can support either a YouTube/Vimeo video or a photo image. Choose the feature that works best for your donors!
Invite Peer-to-Peer (P2P) Fundraisers

- Peer-to-Peer, P2P, Champion Fundraiser
- Expand your reach and invite supporters, board members, volunteers and staff
- Each individual creates their own fundraising page. Every dollar they raise is included in your organization’s totals!
- Admins can easily create and manage pages on their behalf
- Invite fundraisers or allow open-signups through your profile page
- Watch the Peer-to-Peer Fundraising Training Video!

Did you know?
P2P Fundraisers can make a BIG impact!
On average, organizations with P2P raise 3.4x more than those without P2P!
Bridget Cafaro's fundraiser for Logan's Pups

$100 Raised  $500 Goal  1 Donors

Owning a senior dog changed my life for the better and I hope that by supporting Logan's Pups I can help more seniors find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!

$25
Provides one week of food for a senior pup

$50
Prepares a super soft bed for a loving senior pup

$100
Helps a hardy foster one of our amazing senior pups

$500
Provides life-changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT
<table>
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<tr>
<th>Task</th>
<th>Status</th>
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<tbody>
<tr>
<td>Add Your Organization's Info</td>
<td>✔</td>
</tr>
<tr>
<td>Add Your Story</td>
<td>✔</td>
</tr>
<tr>
<td>Get Verified to Collect Donations</td>
<td>✔</td>
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<tr>
<td>Add Donation Levels</td>
<td>✔</td>
</tr>
<tr>
<td>Add a 'Thank You' Message</td>
<td>✔</td>
</tr>
<tr>
<td>Add Fundraisers</td>
<td>✔</td>
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</table>

**Site Admin:** Resetting the profile will reset the story, thanks messages, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.

**Share Your Page**

https://dog-staging.givegab.com/organizations/logan-s-pups

[Share on Twitter] [Share on Facebook]
Logan's Pups

$995 Raised  $10,000 Goal  6 Donors

$25 Provides one week of food for a senior pup

$50 Provides a super soft bed for a loving senior pup

$100 Helps a family foster one of our amazing senior pups

$500 Provides the changing surgery to a senior pup in need

Choose your own amount
Go Beyond the Checklist

• Matches and Challenges
  • Increase impact during Giving Challenge
• Engagement Opportunities
  • Highlight volunteer opportunities that you have associated with the Giving Challenge - different than those that show up on The Giving Partner
Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving Challenge needs!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Logos & Brand Guidelines

#GivingChallenge2022
#BeTheOne

- circular graphic
- year
- wordmark
- tagline graphic
- presented by
  Community Foundation of Sarasota County

Minimum size for print:
1.3 inches

Minimum size for web/social media:
94 pixels

The logo should be placed on the background image supplied, (Yellow_Geo_Bkgd.jpg) or a white background.

DO NOT USE
the starburst image from the 2020 Giving Challenge.
Your Success Depends on You!

- There are more than 700 organizations eligible to participate in the 2022 Giving Challenge
- People generally do not go to the Giving Challenge site to browse
- Your level of participation and preparation is directly proportional to the success of your 2022 Giving Challenge campaign!
Prizes & Matches
Prizes

- More than 260 prize opportunities
- More than $230,000 available in prizes
- **Automatically eligible** vs **application required**
- **NEW in 2022:** Up to three post-Giving Challenge application-required
- **NEW Geographically Specific Prizes:** Charlotte County
- Full details about prizes available on [www.GivingChallenge.org](http://www.GivingChallenge.org)
- How to apply, will be emailed to **Team Leaders**
Prizes: Automatically Eligible

Every nonprofit organization participating in the 2022 Giving Challenge is automatically eligible for the following prize if profile in The Giving Partner is 'Approved/Current' by 5:00 pm January 31, 2022.

●  *NEW* Get it Current! Keep it Current! – awarded before the Giving Challenge

Every nonprofit organization participating in the 2022 Giving Challenge is automatically eligible for the following prizes. No application is required.

*All prize below will be awarded during the Giving Challenge*

●  The Fast 50
●  Donor Shout Out Tweet
●  Donor Shout Out Facebook Post
●  Donor Shout Out Instagram Post
Prizes: Pre-Giving Challenge Application Required

Prizes below will be awarded before the Giving Challenge. Each requires an application submission by 5:00 pm March 28, 2022.

- Best Giving Challenge 2020 Story
- *NEW* Best Video Commercial

Link to application forms will be emailed to Team Leaders on March 7, 2022.
Prize Categories

Most Post-Giving Challenge Application prizes will be awarded across three categories **based on organization size**

- Small, Medium, Large
- Creates an equal opportunity for nonprofit organizations to compete among its peers
- Size categories to be announced March 29, 2022
Prizes: **Post-Giving Challenge Application Required**

Prizes below will be awarded *after* the Giving Challenge. Each requires an **application submission** by 5:00 pm **May 9, 2022**.

- Best Giving Challenge Photo
- Best Use of Social Media
- Best Nonprofit Partnership
- Best Business Partnership
- Best Board Member Engagement
- Best Giving Challenge Turnaround
- Best All Volunteer Organization Campaign
- Best Overall Campaign
- Best Online Giving Challenge Event
- Best Giving Challenge Community Event
- *NEW* Best Peer-to-Peer Fundraising Campaign

Link to “intent to participate” survey will be emailed to Team Leaders on March 29.
Links to application forms will be emailed to Team Leaders on April 28, 2022
Prizes: Geographically Specific – Charlotte County

Prizes below will be awarded after the Giving Challenge. To be eligible for these prizes your organization must be both located in and serving Charlotte County. Each requires an application submission by 5:00 pm May 9, 2022.

- *NEW* Best Senior / Aging Population Services – Charlotte County
- *NEW* Best Attainable Housing Impact – Charlotte County
- *NEW* Best Workforce Development Impact – Charlotte County

Link to “intent to participate” survey will be emailed to Team Leaders on March 29. Links to application forms will be emailed to Team Leaders on April 28, 2022.
Prize Sponsors – Foundations

Charlotte Community Foundation
Community Foundation of Sarasota County
Manatee Community Foundation
William G. & Marie Selby Foundation
Prize Sponsors – Media

Herald-Tribune
Observer
SOLMART
LOCALiQ
Your Observer.com
SARASOTA SCENE
Sarasota Magazine
SRQ MEDIA
WEDU PBS
Public Media
wusf
abc
WWSB
Key Prize Dates

January 31, 2022  Prize Eligibility Deadline (5:00 PM):
   ●  *NEW* Get it Current! Keep it Current!

March 7, 2022  Pre-Giving Challenge Prize Applications Open:
   ●  Best 2020 Giving Challenge Story
   ●  *NEW* Best Video Commercial

March 28, 2022  Pre-Giving Challenge Prize Application Deadline (5:00 PM):
   ●  Best 2020 Giving Challenge Story
   ●  *NEW* Best Video Commercial

March 29, 2022  Size Categories Announced for Post-Giving Challenge Prizes

April 28, 2022  Post-Giving Challenge Prize Applications Open:
   ●  See www.GivingChallenge.org for full list of prize opportunities

May 9, 2022  Post-Giving Challenge Prize Application Deadline (5:00 PM)

May 28, 2022  Post-Giving Challenge Prize Recipients Announced
The Patterson Foundation

- The Patterson Foundation is a fully endowed charitable entity that strengthens the efforts of people, organizations and communities by focusing on issues that address common aspirations and foster wide participation, along with ways organizations learn and share as they evolve.

- The Patterson Foundation has strengthened The Giving Partner and the Giving Challenge since 2012.
The Patterson Foundation Match

- The Patterson Foundation will provide a **1:1 match** for donations **up to $100** per unique donor, per nonprofit organization. A “unique” donor is a singular, specific, and distinct person or entity (business, foundation, etc.).

- There is no limit to the number of individual matches a nonprofit organization can receive during the 2022 Giving Challenge.

- There is no limit to the number of nonprofit organizations a donor can give to and still get matched.

All donor entries are reviewed by the GiveGab system and staff to ensure uniqueness.
Promoting This Support & Opportunity

- Giving Challenge-specific logo
- Acknowledgement guide
- Please spell out The Patterson Foundation in writing
- Resources available on Giving Challenge website
Pop-up Giving Stations

● A Place to Connect, Collaborate, Come Together

● Official Pop-up Giving Stations require:
  ○ 5 or more participating nonprofit organizations
  ○ Submit Applications: March 1- March 28 (by 5:00 pm)

● Visit [www.GivingChallenge.org](http://www.GivingChallenge.org) for application and more details

● List of Pop-up Giving Stations will be posted early April on [www.GivingChallenge.org](http://www.GivingChallenge.org) & [www.CFSarasota.org](http://www.CFSarasota.org)
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<th>Date</th>
<th>Event Description</th>
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<tr>
<td>January 11, 2022</td>
<td><strong>Webinar:</strong> 2022 Giving Challenge Kick-off (12:00-1:30pm)</td>
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<td><strong>Nonprofit Registration Opens:</strong> 2022 Giving Challenge</td>
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<tr>
<td>January 31, 2022</td>
<td><strong>Deadline for NEW profiles in The Giving Partner</strong> (5:00 PM)</td>
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<tr>
<td>February 3, 2022</td>
<td><strong>Webinar:</strong> Building Your Social Media Plan &amp; Online Fundraising Strategy for the 2022 Giving Challenge (12:00-1:30pm)</td>
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<td>February 28, 2022</td>
<td><strong>Deadline to update existing profiles in The Giving Partner</strong> (5:00 PM)</td>
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<tr>
<td>March 30, 2022</td>
<td><strong>Webinar:</strong> Final Steps for Success (12:00-1:00pm)</td>
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<tr>
<td>April 26-27, 2022</td>
<td><strong>Giving Challenge!</strong> (Noon to Noon)</td>
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Your Next Steps

Take a breath!

- If this is your first time participating in the Giving Challenge enjoy this process!
- Your role as a nonprofit administrator can seem overwhelming
- You don’t need to compete for incentives and prizes
- The Giving Challenge may not be the right fit for all of your donors - that’s okay!
Your Next Steps

● Update your Profile in The Giving Partner
● Watch your inbox for important emails ([GivingChallenge@CFSarasota.org](mailto:GivingChallenge@CFSarasota.org))
  ○ Explore the Nonprofit Toolkit online
● Register for the Giving Challenge by February 28 (5:00 PM)
● Sign up for upcoming trainings, watch recorded trainings
● Follow Giving Challenge on Social Media!
  ○ Use #GivingChallenge2022 and #BeTheOne
  ○ Connect with other Nonprofit organizations on The Giving Partner Huddle on Facebook
● Meet internally to discuss goals, P2P, and Matching strategy
Questions?

Chat Box

Q&A